

CougsGive2024-Communications Plan

Goal \$16,000

Become an Ambassador #CougsGive | Master Gardeners (wsu.edu) <https://cougsgive.wsu.edu/giving-day/81268/department/88497>

Audience	Supported Deliverable	Messaging	Social Hashtags	Frequency	Time Frame	Method	Responsible
WSU EMG volunteers; MG Clients	CougsGive Awareness	<p>Healthy People and a Healthy Planet: extension master gardeners directly impact and steward the vast natural resources of Washington State by sharing research-based horticulture knowledge. They improve the health and wellness of individuals and communities. Through small individual changes, big things happen.</p> <p>Local Food: More than 60,000 pounds of produce donated to food banks each year giving more people direct access to healthy, nutrient dense foods, which lowers BMI's and decreases incidence of diabetes.</p> <p>Water Conservation: 3000 Washingtonians learned about and practice integrated pest management (IPM) principles and waterwise landscaping strategies. Water is required for species survival. It is a finite resource that must be conserved. Waterwise gardening and IPM reduces polluted runoff and returns plentiful, clean water to our lakes, streams, rivers, and aquifers</p> <p>Climate Change: 1800 Washingtonians engaged in climate change education. Climate change impacts all of us. Small individual changes can make a big difference. 70% of attendees will start composting on site, choosing the right plant for the right place, improving soil health, and using hand-powered tools to reduce the affects of climate change.</p> <p>Benefits of Volunteering: Volunteering is good for you. I make life-long meaningful friends, learning new things, and give back to my community. Extension Master Gardener volunteers report reduced stress levels, increased self-esteem, and improved physical health.</p>	#CougsGive; #WSUMasterGardeners; #GoCougs; #WSU	2x/week	4/1 - 4/15	e-mail, social	ambassadors, coordinators, foundations
WSU EMG Volunteers & Clients	Make a gift on April 17	<p>Tomorrow is CougsGive! Join me in giving to the WSU Extension Master Gardener Program Endowed Chair fund. <insert unique link> I support this both with my time and money because . . . <get personal here-the friends you make, the environmental difference the program makes, the health benefits you feel because you participate>. This should be about why the program and the success of the endowec chair campaign matters to you. What does the Master Gardener Program mean to you? <insert unique link></p>	#CougsGive; #WSUMasterGardeners; #GoCougs; #WSU	2 times	April 16 from 12 PM - 6 PM	1 social media post, and/or 1 email message	ambassadors, coordinators, foundations
WSU EMG Volunteers & Clients	Join me in giving today	<p>Today is the day when Cougs support Cougs. Join me in giving to the WSU Extension Master Gardener Program Endowed Chair fund. <insert unique link>. I support this both with my time and money because . . . <get personal here-the friends you make, the environmental difference the program makes, the health benefits you feel because you participate>. This should be about why the program and the success of the endowec chair campaign matters to you. What does the Master Gardener Program mean to you? <insert unique link></p>	#CougsGive; #WSUMasterGardeners; #GoCougs; #WSU	1x	April 17 from 9:30 AM - 11:30 AM	1 social media post, and/or 1 email message	ambassadors, coordinators, foundations
WSU EMG Volunteers & Clients	Join me in giving today	<p>Today is the day to give to the WSU Extension Master Gardener Program. Your gift will unlock up to in \$xxx matching gifts. <insert unique link> So far we've unlocked \$xxxx. We need your help to reach our goal of \$16K. I volunteer for this program because . . . I work for htis program becuae . . . ; I learn from volunteers in this program about gardening; now I feed may family and neighbors with the food that I grow;</p>	#CougsGive; #WSUMasterGardeners; #GoCougs; #WSU	1x	April 17 from 2 PM - 4 PM	1 social media post, and/or 1 email message	ambassadors, coordinators, foundations
WSU EMG Volunteers & Clients	Join me in giving today	<p>Only a few hours left to unlock our challenge gift of \$xxxx. <insert unique link>. We need a few more donors to reach our \$xxxx goal. Nearly 4000 volunteers across Washington give 300,000 hours of their skilled time valued at \$11.3 M delivering gardening information education for a resilient Washington-for healthy plants, people and communities. I am one of those volunteers. Give today <insert unique link></p>	#CougsGive; #WSUMasterGardeners; #GoCougs; #WSU	1x	April 17 from 7 PM - 9 PM	1 social media post, and/or 1 email message	ambassadors, coordinators, foundations